ween I.S.I. mark engines manufactured by Kirloskars and 'Q' mark engines manufactured in Rajkot; and

(c) whether it is a fact that Government of Gujarat have represented to Central Government that 'Q' mark pump sets are no way inferior to I.S.I. mark pump sets; if so, the reasons for which the Department is still insisting on incorrect assumption of higher efficiency of I.S.I. mark compared to 'Q' mark when latter is much cheaper for the purpose of subsidy and loan facilities made available to the buyers of pump sets and the refusal of the same facilities for 'Q' mark?

THE MINISTER OF WATER RESOURCES (SHRI B. SHANKARANAND): (a) Recently Governments of Gujarat and Maharashtra had requested for continuation of facilities of Bank loans and subsidies for 'Q' mark oil-engines and pumpsets upto December, 1986.

(b) Some of the prices as obtained from the State Government and ISI for 'Q' mark and ISI mark engines including the price for Kirloskar engines are given in the enclosed Statement (*See below*).

(c) Though the Government of Gujarat have informed that 'Q' mark pumpsets are not inferior to ISI mark ones, the Working Groups constituted by the National Level Standing Committee for Improving the Operational Efficiency of Irrigation Pumpsets have recommended that loans and refinance be provided only to the energy efficient pumping systems with ISI mark and financing for Quality mark pumpsets should be done away within a phased manner.

Statement

Some prices as obtained from the different State Governments and is including Kirloskar

	'Q' mark manufactured in Rajkot			I.S.I.	
	Gujarat	Maharashtra	Punjab	others	Kiriloskar
				(*Amount in Rs.*)	
Lister Type					
(i) 6 H.P.	3100	—	5300	3200 to 6700	
(ii) 8 H.P.	3100	—	5450	3200 to 7200	
(iii) 10 H.P.	3900	—	5750	3800 to 7800	
Peter Type :					
(i) 5 H.P.	2800	3000to 4000	2700 to 4800	2900 to 6000	5380
(ii) 6. 5 H.P.	3000	—	2900 to 4850	2900 to 6600	
(iii) 7.00 H.P.	—	—			6700

Super mini-steel plants in the private sector

564. PROF. C. LAKSHMANNA: Will the Minister of STEEL AND MINES be pleased to state:

(a) whether it is a fact that a number of proposals for setting up composite super mini-steel plants from several private sector units have been pending for some time; and

(b) if so, what are the details thereof and the reasons for the delay?

THE MINISTER OF STEEL AND MINES (SHRI K. C. PANT): (a) and (b) A number of proposals for setting up of composite mini steel plants were received and they have been *prima facie* rejected as they are not covered under the existing guidelines of industrial licensing. Some

representations have been received against such rejections and these are under consideration.

Advertisements for consumer products on Doordarshan

565. PROF. C. LAKSHMANNA: *Will the Minister of* INFORMATION AND BROADCASTING be pleased to state:

(a) whether there are any guidelines according to which Doordarshan accepts advertisements for the consumer products and sponsorship of programmes by various firms producing consumer products;

(b) if so, the details thereof; and

(c) whether Government propose to review the advertisement policy of Doordarshan in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL): (a) and (b) Yes, Sir. Commercial advertisements on Doordarshan are governed by Doordarshan's *Code for Commercial Advertising*. The salient features of the Code are given in the enclosed statement. (*See* below).

(c) The *Code for Commercial Advertising* is being revised.

Statement

1. Advertising should be so designed as to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people.

2. No advertisement should be permitted:

(i) which derides any race, caste, colour, creed, nationality except wherein such usage would be for the specific purpose of effective dramatisation, such as combating prejudice;

(ii) which is against any of the objective principles, or provision of the Constitution of India;

(iii) which will tend to incite people to crime or to promote disorder, violence, or breach of law;

(iv) which presents criminality as desirable or furnish details of crime or limitation thereof;

(v) which would adversely affect friendly relations with foreign States;

(vi) which exploits the national emblems, or any part of the Constitution, or the person or personality of a national leader or State Dignitary;

(vii) on cigarettes and tobacco products;

(viii) No advertisement shall be permitted the objects whereof are wholly or mainly of a religious or political nature; advertisements must not be directed towards any religious or political end or have any relation to any industrial dispute;

(ix) advertisement for services concerned with the following are not acceptable: (a) Money lenders; (b) Chit Funds and saving schemes other than those conducted by nationalised or recognised banks; (c) Matrimonial agencies; (d) Unlicenced employment services; (e) Fortunetellers or Soothsayers etc., and those with the claims of hypotonism would be excluded from advertising on T.V.

(x) betting tips and guide books etc., relating to horse-racing or other games of chance shall not be accepted.

(xi) no advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special property or quality which is incapable